

Existing Convention Center Site Redevelopment

May 17, 2002



Government of the District of Columbia

Anthony A. Williams, Mayor

Introduction: *One year later...*

- One year since release of *Phase I Task Force Report*, the following recommendations have been completed:
 - *Confirm the Vision for the Site* ✓
 - *Develop Structure for Implementation* ✓
 - *Create Development Solicitation Process* ✓
 - *Identify Site for Convention Center Hotel* ✓

Mayor's Convention Center Redevelopment Task Force

Phase I Report: Development Goals

- Create an 18-hour civic gathering place, a 24-hour neighborhood for residents and visitors alike
- Superb, inviting urban design and architecture
- Use public sites for preferred uses: public open space, residential, retail, culture and civic uses
- Connecting communities: historic neighborhoods, downtown, convention center district
- A landmark and symbol of Washington D.C.



Phase II Study Key Findings

● Residential

- Key to creating a place that is of the grain of the city.
- New downtown residents are vital to the District's economic future.
- Will attract and sustain cultural, retail and other uses.

● Retail

- Street-oriented “identity” retail should be targeted.
- Right volume and mix of street retail can be an economic driver, but government may need to balance risk with other uses.
- Retail on this site will complement this effort by supporting residents, cultural and open space destinations, and visitors.

Phase II Study Key Findings

● Cultural and Civic Uses

- This is the last large publicly controlled development site downtown.
- Achieving this may require balancing or foregoing other potential destination uses.
- As such, it provides a singular opportunity to enrich the cultural and civic life of District residents with a signature initiative.

Vision and Proposed Uses

Vision

A destination for Washingtonians with great streets and active spaces

A district with...

- ***Eye St. as active residential and retail corridor***
- ***A civic open space activated by retail and civic/cultural uses***
- ***An enhanced civic identity on New York Avenue***



Summary of Core Uses

Core Uses

- Residential (600-900 new units)
- Retail (Up to 300,000 sf retail & restaurants)
- Programmed Open Space
- Parking

Intended Uses

- Library
- Cultural/Entertainment Venues

Other Uses

- Office, Hotel



Residential

- Retailers say:
the more housing the better!
- Housing attracts retail and other uses
- Target: 600 – 900 units
- A range of unit types for singles and families



Best Practices:
Yerba Buena lofts
San Francisco;
Mizner Park, FLA



Retail

- Up to 300,000 sf
- Supporting Downtown's attractions and residential population
- Active unique street level uses that front both sides of Eye Street
- A place distinct from other regional retail opportunities



***Best Practice:
Bethesda Row***

Open Space



- Can be one of the only city-owned programmable civic spaces with eating, entertainment and civic options not available on federal U.S. park reserves
- Where Washingtonians can gather downtown
- Approximately 1 acre
- Major street frontage



Best Practices:

Bryant Park, NYC

Yerba Buena Gardens, San Francisco

New Central Library

- Cornerstone of a rebuilt DC Library System
- A media and technology center, a place for all Washingtonians, bridging “the digital divide”
- A hybrid: with bookstore, café, roof deck, auditorium, exhibition space
- 300,000-400,000 sf
- Bringing people from across the City to Downtown

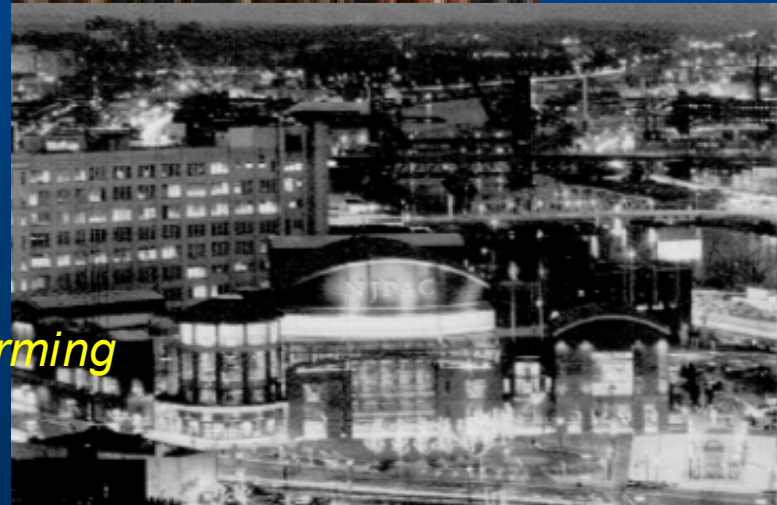


Best Practice:
Los Angeles Central Library

Cultural/Entertainment Venues

- One or a combination of performance spaces (ranging from 250 to 3,500 seats)
- Showcasing the best of DC's local arts scene
- May accommodate music, film, dance, exhibitions, or other arts
- Serving a local and regional audience not addressed by the Kennedy Center

Best Practice:
New Jersey Performing Arts Center



Presenting the Opportunity

Remaining Issues

Accommodating Culture/Entertainment Venues & Library Uses will require:

- Feasibility (financial and organizational) and programmatic mix need to be confirmed through a review process
- Timeframe will be developed in which to prove feasible or discard
- Space will be allocated so as not to prevent core uses from immediate realization
- Analysis of risk profile created by mix of uses

RFP Process Overview

The RFP Outlines the following:

- The District's Vision for the Site
- The Site's General Development Parameters
- **Developer Selection to be Based on the Following Criteria:**
 - **Qualifications**
 - **Response to Vision**
 - **Development Methodology**
 - **Financial Capability**
 - **LSDBE Participation**

Current Schedule

- **RFP Submitted to Council** **May**
- **Target for RFP Issuance** **July**
- **Proposals Due** **October**
- **Selection of Development Partner
(with Development Agreement
Outlining Basic Terms)** **April '03**